

MATTHEW MICHAEL LOEHRER

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SKILLS Art Director | Manager | Designer | Illustrator | Copywriter | Copy Editor

EDUCATION **IOWA STATE UNIVERSITY • Ames, Iowa • B.A. Advertising (1995)**

EXPERIENCE **C4 FAMILY MARKETING • Leawood, Kansas**

Design Manager • January 2010-Present

- Direct and execute creative for a brand agency servicing more than one dozen clients
- Manage the outsourcing of freelance assignments, from outset to completion
- Plan and execute new business presentation materials

CREATIVE CONSUMER CONCEPTS (C3) • Overland Park, Kansas

Art Director • January 2007-Present | Designer • October 2004-January 2007

- Currently direct 5 creatives and partner with 5 different account specialists
- Manage, mentor, instruct and direct design and non-design colleagues in brand strategy, processes, production and creative execution
- Art Director for 3 current top-ten clients, developing program strategy and tactical recommendations and presenting them to the client
- Creative copywriter and copy editor for client-facing and internal projects
- Designer and illustrator for presentations, premiums and collateral (including printed pieces, books, plush and 3D toys, advertisements, point-of-purchase, FSIs and web marketing components)
- Design liaison for in-house research department, helping develop tactical research components for clients and for internal use
- Provide training in the use of Adobe Creative Suite for design colleagues and orientation training for new colleagues, and helped to develop internal process guidelines
- Recipient of more than 40 ADDY awards, including 4 Gold ADDYs and Best of Design (2012)
- Designed the Minnesota Vikings NFL team character and mascot

SYSTEMS MATERIAL HANDLING COMPANY (SMH) • Olathe, Kansas

Print and Web Designer • November 1997-September 2004

- Designed and copy-edited various business-to-business print pieces, including an extensive product catalog, trade publications ads, full-color posters, brochures and product illustrations
- Designed and maintained 3 company web sites and company intranet
- Specified hardware and software purchases
- Trained colleagues in Illustrator, Photoshop, InDesign and Quark XPress; managed design development of two colleagues

INPRO/SEAL COMPANY • Rock Island, Illinois

Designer/Marketer • June 1995-August 1997

- Designed all printed materials (primarily brochures and trade magazine ads), worked with print vendors and negotiated print pricing
- Managed a \$220,000 marketing budget
- Specified ad buys in trade magazines
- Hired a marketing assistant and managed a 3-person marketing staff
- Edited the script and oversaw filming of a promotional marketing video

REFERENCES Abundant and available upon request